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ABSTRACT OF THE DISCLOSURE

10       The server system comprises a data base for storing  
the information of a specific area where the information  
distribution service is provided to registered users of  
the portable mobile information terminals, the prepared  
information to be distributed and the distribution  
conditions thereof provided by a sponsor, and each  
15       registered user and the conditions for receiving the  
prepared information. The position information is  
received from a portable mobile information terminal, and  
it is determined whether the portable mobile information  
terminal is located in the specific area and, in the case  
20       where the portable mobile information terminal is located  
in the specific area, individual and specific information  
satisfying both the distribution conditions and the  
receiving conditions are distributed to the particular  
portable mobile information terminal.

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